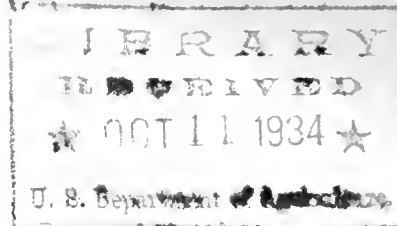


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c1934



The Briggs Floral Company

OFFERS

EARLY DAWN

"The Money Maker"

A Proven Variety of High Commercial Value



EARLY DAWN

A magnificent flower, a success in the cut flower market, a show winner, awarded first prize in its class at each of the last three shows of the California Gladiolus Society.

In 1933 show one of the world's leading originators said: "I think this variety is the finest glad I have ever seen."

Among the hundreds of new introductions occasionally arise great leaders such as Pendleton, Phipps, Nuthall, Douglas, Los Angeles and Red Phipps. We sincerely believe EARLY DAWN will be listed among these.

Color, rich geranium pink, slightly deeper on lower petals, small red line in the throat. Six inches in diameter, well spaced, tall straight spike. Extremely early, wonderful lasting quality, vigorous growth, splendid propagator, bulblets produce first sized bulbs in one year.

EARLY DAWN IS a florists favorite because of its beautiful form, brilliant coloring, long spikes, large flowers and extra keeping qualities.

EARLY DAWN is a proven variety of high commercial value.

PRICES

Large size	\$5.00
Medium size	3.00
Small size	1.00

25% Discount in Dozen Lots

50% Discount in Lots of 25

The Briggs Floral Company
Encinitas, California

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Color, rich geranium pink, slightly deeper on lower petals, small red line in the throat. Six inches in diameter, well spaced, well shaped spikes. Exceedingly early, wonderful lasting quality, vigorous growth, splendid propagator. Plants produce first sized buds in one year.

EARLY DAWN is a florists favorite because of its beautiful form, brilliant coloring, long spikes, large flowers and extra keeping qualities.

EARLY DAWN is a proven variety of high commercial value.

PRICES

Large size	\$2.50
Medium size	\$2.00
Small size	\$1.00

25 : Discount in Boxed Lots
50 : Discount in Lots of 25

The Briggs Floral Company
Encinitas, California